# Marketing Plan for the Civic Literacy program for Carnegie Library

## I. Mission & Objectives

Carnegie Library shares the following mission with its parent organization, "*Live Oak Public Libraries provides excellent, responsive service to enrich people's lives, support lifelong learning and build and enhance our communities*." (Mission & Vision, 2021). It is their vision to create today's library to educate, inform, enrich and entertain their community. As part of the Civic Literacy program objectives, we aim to establish a voting culture among community members with an emphasis on young adults. It is in the best interest of the community that citizens be equipped with knowledge of local and state government functions.

Our program aims to bridge citizens' and civic engagement opportunities through active participation in the democratic process. We want them to be more involved in civic learning and this initiative will lead them to be informed decision-makers on current events. Furthermore, educating young adults about voter registration periods and the voting process guides them in the right direction. We hope to enrich individual community members' lives using the information, resources, and volunteering opportunities our program offers. The Civic Literacy program will empower and uplift the youth to make positive contributions to their community and initiate involvement in civic society.

## II. Description of the Initiative, Service, or Other Offering You Are Marketing

We will market an initiative for Civic Literacy on behalf of the Carnegie Library which is part of the Live Oak Public Library system in Savannah, Georgia. We focused on

the needs of Chatham county residents to provide them with the right tools to become more civically engaged. The initiative consists of a series of Civic Literacy workshops, infographics, and short videos which are designed to be educational and empowering. As an institution that values democracy and lifelong learning, it is our duty to be involved in developing an informed citizenry (American Library Association, n.d.). With recent changes in voter laws in Georgia, we are certain we can fill the gaps in civic knowledge and participation while remaining an unbiased institution.

This initiative is a call to action. We are reimagining the library's role to engage and connect with patrons in a way that will inspire them to get involved in social justice issues and collaborate with other non-profit organizations that will support community involvement. Libraries are neutral community spaces for learning and growing. If we better prepare our patrons to become more involved in their civic duties, we can continue to uphold the library's core values of education and lifelong learning, democracy, and the public good American Library Association (n.d.). Our library offers links to various government websites, including the Georgia General Assembly, state guide and state laws, Live Oak Public Libraries (n.d), however, we want to take these resources a step further.

The Civic Literacy workshops will be divided into three main sections, but other workshops will be developed to meet the changing political environment. The first main workshop consists of basic civics on local government functions from Georgia's state and local levels. This would serve as a Civics 101 workshop and familiarize patrons with their local representatives, members of Congress, and State Senators. The second workshop will delve into the workings of the federal government. It will aid in understanding the difference between local and state politics versus national politics and will familiarize

patrons with their US Senators. The third workshop will involve Get Out the Vote (GOTV) campaigns to motivate patrons to register to vote, explain voter registration laws and processes, and provide opportunities for volunteerism. They will receive resources on how to register to vote and how their vote impacts their community. Additionally, the initiative will work in collaboration with local and state officials, for example, a city councilperson and/or a state Senator, and other organizations that can provide additional support and speak at our library to reach patrons directly.

During popular political events, the library will work on creating workshops that explain the current political trends. For instance, during the Presidential election years, our initiative will work to develop programs that explain how the Electoral College works. During Run-Off elections, special elections, or when many ballot measures appear on a ballot, our initiative will hold workshops describing the meaning and process of these events and will work with other organizations such as the League of Women Voters to provide unbiased and nonpartisan information on the measures and candidates. This will help patrons make informed decisions and feel empowered to vote. Additionally, we will create content throughout the year in the form of short informational videos, infographics, and slides shared throughout social media platforms.

## III. Target Market Analysis

To determine the segments of this project we used a series of data sources such as ESRI Tapestry and The United States Census. Using ESRI Tapestry (n.d.), we discovered that the library is located in a segmented community of highly developed student housing and dorms and the median age is 24.5. We used the US Census data (n.d.) to learn that one

of the largest age demographics in the library's community was between the ages of 15-24. Analyzing psychographic and demographic segmentation methods led us to determine that the community was predominantly composed of young adults.

After analyzing the information provided by ESRI and the Census, we realized that the data we gathered supported each other. Using psychographics, we concluded that a community with predominantly college students consisted of young adults who share similar lifestyles, activities, and interests. Our target will be a reflection of the data gathered from the market segments we discovered using the two different approaches.

As stated by Gupta (2019), when markets are undifferentiated among customer needs, the opportunity for “mass-marketing” arises. Therefore, we concluded that targeting young adults between the ages of 18-24 with an emphasis on college students provided a simple approach to appeal to the largest number of guests. Using a broad distribution of all our program resources and mass communication through social media, we can reach our largest market potential. Our program offers a learning opportunity and civic participation through several collaborations with organizations which makes this initiative an interactive window to the future of democracy.

Our initiative is unique because we are taking a hands-on approach to getting young adults involved not only in politics but with their communities through interactive civic experiences. We will focus on advertising our collaborative partners and civic volunteering opportunities to ensure that students are aware of the possibility of resources we are offering. Our targeted audience will know we are a well-rounded initiative that not only teaches about civic duties but also works to guide them in making a difference in their communities one step at a time.

# IV. Market Analysis

With a population of 289,195, 95.5% of Chatham county are US citizens, according to Data USA (n.d.). We retrieved data from the November 2020 election from Georgia's Secretary of State website and found that about 77% of the population is registered to vote, however only 59.7% voted during that same election year Georgia Secretary of State (n.d.). Further, we found that the reason for high levels of voter registration is due to Georgia's automatic voter registration, Georgia Secretary of State (n.d.). A citizen can update voter information at every interaction at the Department of Driver Services. Until September 2016, an individual had to opt in to be registered to vote. Now an individual must opt-out, or else they will be automatically registered, which has made a big difference (Peebles, 2019). While the number of registered voters continues to increase, turnout has not kept up with the increase, partly because of various tactics of voter suppression.

One controversial issue is HB 531, which places tougher restrictions on voting in the state of Georgia. This bill has already passed in the House by a 97-72 vote (Orlando, 2021). If it is approved in the Senate, the bill could place restrictions on voting times, absentee voting, and remove the Secretary of State as chair of the State Election Board, Georgia Secretary of State (n.d.). We can use this bill to our advantage to show how being civically engaged can have a positive impact on communities and avoid bills such as HB 531 from becoming law.

**LOCAL AND REGULATORY ISSUES TO CONSIDER**

There are some barriers that could be imposed that could harm our initiative. Limited resources in terms of budget and/or materials could affect the success of our initiative. For instance, budget restrictions could result in staff layoffs. Staffing changes could impair our

ability to provide workshops for our patrons. Another barrier is disagreement about the value of the initiative among the library board and government officials. If stakeholders do not understand the significance of our initiative, this would put us in a vulnerable position. We could lose funding, staffing, and support. Patrons also need to appreciate the importance of Civic Literacy and Civic participation. We need to motivate all stakeholders involved so we do not lose the support of the board as well as our patrons. Additionally, other interest groups could find our Civic Literacy programs threatening and design misinformation and disinformation campaigns that could derail our initiative or create additional work and expenses. Significant demographic changes can also have an impact on our program. In that case, we would need to re-evaluate our initiative to ensure that it fits the new target market.

**SWOT ANALYSIS FOR MY LIBRARY OR LIBRARY SYSTEM**

| STRENGTHS | WEAKNESSES |
| --- | --- |
| · Increasing our social capital through collaboration<br>· Increased engagement & connection with our community<br>· Grow our social media presence<br>· Building our reputation with the public<br>· Building reputation with other organizations and institutions | · Lacking a social media presence<br>· Short staffed<br>· Limited resources/materials |

| OPPORTUNITIES | THREATS |
|---|---|
| · Growing community of an informed citizenry<br>· Local and National events<br>· Expanding the initiative county & statewide<br>· Collaboration and Cooperation from other stakeholders<br>· Grants & Funding<br>· HR531-Strict Voting laws | · Insufficient funding<br>· Lack of support from Library Board and/or government officials<br>· Disinterest from the community<br>· Other special interest groups spreading misinformation/disinformation<br>· Demographic changes |

## V. The Competition

| Comparing: | Our Organization | UCLA Center for Community Engagement | Michigan Center for Civic Education |
|---|---|---|---|
| **General description of what the organization offers.** | Voting and governmental literacy, voting culture for young adults, education of voting process and registration periods, volunteer opportunities, support from local and state officials | Promotes and supports community-engaged research, partnership with organizations, engagement with the public to transform UCLA's mission, dissemination of knowledge | Programs that reflect civic and law-related practices, education on new and emerging democracies, exploration of public policy issues in the community |
| **Summary of Promotional Tactics** | Online presence, social media campaigns, community engagement, personalized email marketing | Active social media presence: Instagram and Facebook | Testimonials, up to date blog posting, social media presence: LinkedIn, Facebook |

| | | | |
|---|---|---|---|
| **Additional Value (what does this competitor offer <u>above and beyond/in addition to</u> what I offer my patrons?)** | n/a | Community-engaged courses, internship courses, community support from faculty and students | Exclusive membership to the center, events for schools across the country, alumni networking |
| **What can my organization do to "defend" against the "additional value" areas listed in the row above?** | n/a | Create an extensive community network through outreach, such as collaborating with universities to provide more resources | Actively engage with members through marketing tactics to create a tight-knit community, expand resources in the future. |

## VI. Promotional Tactics

We organized a four-pronged marketing plan to attract the attention of our target audience. A social media marketing campaign will be the most effective way to market our initiative. Using websites frequented by high school and college students, it will be easy to spread the knowledge of our program. Instagram posts, short videos, and infographics are the most common forms of social media marketing. They are easy to create with free tools such as Canva. As discussed in the *Library Marketing Show*, programs such as The Social Media Message Optimizer can help us make successful and impactful social media posts that can be catered to patrons along various social media platforms.

Google Advertising can also be used as a marketing tactic. It will help us maintain an online presence. Communities are not always aware of the programs and services that their local library offers. Advertising our Civic Literacy program directly through Google, we can attract patrons nearby. This method will assist us in pointing guests in our direction. Google marketing and advertising is referenced in episode 11 of *Library Figures.* The host, Tyler

Bird, and guest, Trey Gordner, discuss different programs we can use to maximize a library's Google Ads. Google Ad Grants which any library can apply for, help an organization formulate effective ads that are more likely to be seen and clicked on.

Another marketing tactic we will use is personalized emails. These tactics will be geared towards our targeted market. They will be an optional subscription for our patrons, and they will have the opportunity to opt in or out of the emails. Personalized emails capture the recipient's attention, increasing the probability of being opened, read, and the recipient signing up for our programs. We can measure the success of this tactic through metrics. According to Brightedge (n.d.), we must consider five components for effective email marketing, deliverability rate, open rate, click rate, conversion rate, and unsubscribe rate. If we market our emails correctly, we will have a high deliverability rate, open rate, click rate, and conversion rate with a low unsubscribe rate. Ultimately, these figures can help us estimate how many people are interested in our program.

The final marketing tactic that we will be employing is word-of-mouth marketing. Communicating new programs with our community using in-person methods is something we do daily. This will involve sharing new and existing programs with our patrons in the library and placing posters about the program in public areas throughout. Advertisements such as this can draw in loyal patrons to this program, as well as new patrons. This form of marketing will also serve as a way to help us connect and engage with our patrons. Building relationships with new patrons while cultivating existing relationships with frequent patrons is another way to get patrons to participate in our program.

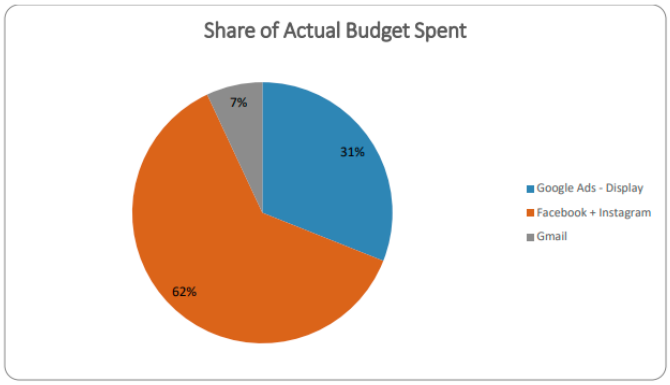
| Tactic | Notes & Comments | Expected timing and completion | Estimated costs |
|---|---|---|---|
| Social Media Marketing | Teenagers and young adults spend many hours a day on social media. To reach them, it is best to advertise where they are most likely to see us. We can also post many different types of media, from pictures to graphics to short videos. | Ongoing | $4,000 for programs to aid with posting. |
| Online Presence | By placing ads on Google to show up when someone local searches for information involving voting and elections, we can draw more people into our program | Ongoing | Some programs charge based on the click, so the budget can be between $100 and a few thousand. For a contingency plan, we will set aside $5,000. |
| Personalized Email Marketing | Going off the age and interest of our patrons, we can send out targeted emails advertising in emails. A patron can also easily opt-out of these emails if they have no interest. | Ongoing | This can be covered by one of our workers as a task for them within their job description and salary. |
| Community Engagement | Simply spreading the word by connecting with the surrounding community through speaking with our patrons and making physical advertisements, such as posters. | Ongoing | $500 |

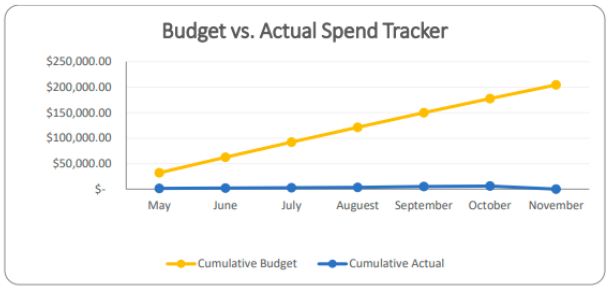
Digital Marketing Budget Tracker

| | May-21 | | | Jun-21 | | | Jul-21 | | | Aug-21 | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Budget | Actual | Balance | Budget | Actual | Balance | Budget | Actual | Balance | Budget | Actual | Balance |
| Google Ads - Display | $ 5,000.00 | $ 1,000.00 | $ 4,000.00 | $ 4,000.00 | $ 200.00 | $ 3,800.00 | $ 3,800.00 | $ 200.00 | $ 3,600.00 | $ 3,600.00 | $ 200.00 | $ 3,400.00 |
| acebook + Instagram | $ 4,000.00 | $ 500.00 | $ 3,500.00 | $ 3,500.00 | $ 500.00 | $ 3,000.00 | $ 3,000.00 | $ 500.00 | $ 2,500.00 | $ 2,500.00 | $ 500.00 | $ 2,000.00 |
| Gmail | $ 23,000.00 | $ - | $ 23,000.00 | $ 23,000.00 | $ - | $ 23,000.00 | $ 23,000.00 | $ - | $ 23,000.00 | $ 23,000.00 | $ - | $ 23,000.00 |
| Word-of-Mouth | $ 500.00 | $ 75.00 | $ 425.00 | $ 425.00 | $ 75.00 | $ 350.00 | $ 350.00 | $ 75.00 | $ 275.00 | $ 275.00 | $ 75.00 | $ 200.00 |

| Sep-21 | | | Oct-21 | | | Nov-21 | | | Totals | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Budget | Actual | Balance | Budget | Actual | Balance | Budget | Actual | Balance | Budget | Actual | Balance |
| $ 3,400.00 | $ 200.00 | $ 3,200.00 | $ 3,200.00 | $ 200.00 | $ 3,000.00 | $ 3,000.00 | $ 500.00 | $ 2,500.00 | $ 26,000.00 | $ 2,000.00 | $ 24,000.00 |
| $ 2,000.00 | $ 1,500.00 | $ 500.00 | $ 1,500.00 | $ 500.00 | $ 1,000.00 | $ 1,000.00 | $ 1,000.00 | $ - | $ 17,500.00 | $ 4,000.00 | $ 13,500.00 |
| $ 23,000.00 | $ - | $ 23,000.00 | $ 23,000.00 | | $ 23,000.00 | $ 23,000.00 | $ - | $ 23,000.00 | $ 161,000.00 | $ 450.00 | $ 160,550.00 |
| $ 200.00 | $ 75.00 | $ 125.00 | $ 125.00 | $ 75.00 | $ 50.00 | $ 50.00 | $ 50.00 | $ - | $ 1,925.00 | $ 450.00 | $ 1,475.00 |
| $ 28,400.00 | $ 1,700.00 | $ 26,700.00 | $ 27,700.00 | $ 700.00 | $ 27,000.00 | $ 27,000.00 | $ 1,500.00 | $ 25,500.00 | $ 204,500.00 | $ 6,450.00 | $ 198,050.00 |

| Budget Summary | Budget | Actual | Balance | Cumulative Budget | Cumulative Actual |
|---|---|---|---|---|---|
| May | $ 32,000.00 | $ 1,500.00 | $ 30,500.00 | $ 32,000.00 | $ 1,500.00 |
| June | $ 30,500.00 | $ 700.00 | $ 29,800.00 | $ 62,500.00 | $ 2,200.00 |
| July | $ 29,800.00 | $ 700.00 | $ 29,100.00 | $ 92,300.00 | $ 2,900.00 |
| Auguest | $ 29,100.00 | $ 700.00 | $ 28,400.00 | $ 121,400.00 | $ 3,600.00 |
| September | $ 28,400.00 | $ 1,700.00 | $ 26,700.00 | $ 149,800.00 | $ 5,300.00 |
| October | $ 27,700.00 | $ 700.00 | $ 27,000.00 | $ 177,500.00 | $ 6,000.00 |
| November | $ 27,000.00 | $ 1,500.00 | $ 25,500.00 | $ 204,500.00 | |
| **Total** | **$ 204,500.00** | **$ 7,500.00** | **$ 197,000.00** | **$ 204,500.00** | **$ 7,500.00** |




# V. Control Phase

There are two things that will determine if our program increased civic literacy. Those factors are surveys and program attendance, measured by sign-in sheets. We can also look at voter turnout for upcoming elections which can provide some additional data on the

effectiveness of our program. This can be combined with surveys from those who attend our workshops. This data can be used to reframe our marketing tactics.

Sign-in sheets are one way to measure the success of the civic literacy program. We will provide a sign-in sheet for the workshops. This way we can track the number of first-time participants and returnees. We can determine the success of the program if we see the numbers increase. We will also use ratio data by looking at hard numbers when examining sign-in sheets. It is empirical, and it is pure numbers that cannot be argued against (QuestionPro, 2021). By looking at the ratio of people who come to the first workshop compared to the second and third, we can get a solid idea of how many people find the workshops helpful and worthwhile.

Surveys are another way to measure the success of our program. By asking our students to rate the course with a Likert scale, we can determine the pros and cons of the workshop content. We can also ask questions such as “Would you recommend this program to a friend?” (Reichheld, 2003). These questions will not only help us understand if the program is working, but also whether they will share our services with others. We can then count on the support of that free marketing. The surveys will provide us with Nominal data which is both qualitative and quantitative (Corporate Financial Institute, 2015). It will help us gather additional personal information about our patrons. Using both methods we can see if there is a correlation between the answers to our surveys and the number of people who voted. The only way to truly succeed is if our patrons use what we have taught them and become involved in their local government.

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